LEO BURNETT U.S.A.
Ad No. 2382—Range Jacket Promotion—Req. No. 99140—Page—4 color—8⅛ x 11 in.—Trade Magazines, 1974 (E)
Printed in U.S.A.

A promotion your customers will really get into.

The Range Jacket from Marlboro.

January 6–February 28

It's a Wrangler® jacket made of rugged, pre-faded denim. And a woolen * liner that can be worn alone as a vest. Or, buttoned in to help shut out the cold.

Your customers can get one for only $21.00 (plus two end labels from any pack or box of Marlboro). And the story will be told to over 25 million readers with four-color ads in magazines that include *Playboy*, *Sports Illustrated*, *Esquire*, and *Time*. There's also strong, national point of sale support, including a unique, 186-carton floor display.

But here's the best part. Marlboro has the greatest volume growth of any brand in the U.S. In the first six months of 1974, sales were up 10.3%. So, order extra stock now, and cash in on the added profits generated by the Range Jacket from Marlboro, January 6-February 28, 1975.

* 85% wool, 15% nylon

Come to where the profits are. Come to Marlboro Country.

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Source: https://www.industrydocuments.ucsf.edu/docs/glhx0001
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